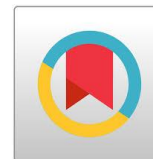


Semiotic Analysis of "Hyundai Presents Re:Style 2020" Green Marketing on Automotive Ads



Analisis Semiotika "Hyundai Presents Re:Style 2020" Pemasaran Hijau Pada Iklan Otomotif

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ARTICLE INFORMATION	
<p>Keywords Semiotics; ELV; Hyundai; Re:Style; Green Marketing</p>	<p>ABSTRACT One detrimental consequence of the automotive industry's excessive production is the accumulation of end-of-life vehicles (ELV). ELV ought to be disposed of via a waste recycling system. As a result, the automotive sector bears a substantial obligation with regard to ELV. Hyundai is one of the automotive industries that has managed ELV effectively. The YouTube advertisement for the Hyundai Re:Style Presents 2020 model illustrates this. Hyundai's collaboration with fashion designers to recycle automobile byproducts including leather, airbags, seat belts, and glass is featured in the advertisement. They create fashion items from waste, including jewelry, denim jumpsuits, work vests, corsets, and tote bags. Researchers are intrigued by the pursuit of investigating the significance of the sign representation, the object, and the interpretant, as well as the implications of advertising within the framework of green marketing theory. To achieve this aim, the semiotic theory of Charles Sanders Peirce was employed by featuring a triadic model comprising an object, representation, and interpretant. Additionally, Sinh's green marketing framework was incorporated, comprising a green place, green product, green price, and green promotion. Consequently, A qualitative research based on Charles Sanders Peirce's semiotics was used. The results shows that the signs, objects, and interpretants in Hyundai advertisements show the meaning of green marketing.</p>
<p>Kata Kunci Semiotika; ELV; Hyundai; Re:Style; Green Marketing;</p>	<p>ABSTRAK Salah satu dampak buruk dari kelebihan produksi industri otomotif adalah penumpukan kendaraan yang sudah habis masa pakainya (<i>end-of-life vehicles</i> atau ELV). ELV harus dibuang melalui sistem daur ulang limbah. Akibatnya, sektor otomotif memikul kewajiban yang besar sehubungan dengan ELV. Hyundai merupakan salah satu industri otomotif yang mengelola ELV secara efektif. Iklan YouTube untuk model Hyundai Re:Style Presents 2020 menggambarkan hal tersebut. Kolaborasi Hyundai dengan perancang busana untuk mendaur ulang produk sampingan mobil termasuk kulit, airbag, sabuk pengaman, dan kaca ditampilkan dalam iklan tersebut. Mereka membuat item fashion dari sampah, antara lain perhiasan, jumpsuit denim, rompi kerja, korset, dan tas jinjing. Para peneliti tertarik untuk menyelidiki pentingnya representasi tanda, objek, dan penafsirnya, serta implikasi periklanan dalam kerangka teori pemasaran ramah lingkungan. Untuk mencapai tujuan tersebut, digunakan teori semiotika Charles Sanders Peirce dengan menampilkan model triadik yang terdiri dari objek, representasi, dan interpretan. Selain itu, kerangka pemasaran ramah lingkungan Sinh juga dimasukkan, yang terdiri dari tempat ramah lingkungan, produk ramah lingkungan, harga ramah lingkungan, dan promosi ramah lingkungan. Oleh karena itu, penelitian kualitatif berdasarkan semiotika Charles Sanders Peirce digunakan. Hasil penelitian menunjukkan bahwa tanda, objek, dan interpretan dalam iklan Hyundai menunjukkan makna green marketing.</p>
<p>Article History Send 14th November 2023 Review 2th January 2024 Accepted 4th March 2024</p>	<p>Copyright ©2024 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p>



Introduction

Advertising functions as the principal means of communication employed by museums and comparable cultural establishments to efficiently captivate the public, bolster their brand image, and promote their goals and initiatives. Posters, among the diverse range of advertising mediums, possess notable importance when it comes to attracting audiences and promoting specific collections or exhibitions, as well as disseminating information regarding forthcoming events. Positioned strategically in prominent urban locations, including subway stations, streets, buses, billboards, and public buildings, these posters function as essential promotional instruments, emblematic of the dynamic cultural existence within the metropolis. The positioning of cultural organizations' emblems is crucial for conveying their messages and establishing their identity, regardless of whether they adorn public transportation, city streets, or entryways to urban areas (Krisnawan et al., 2019).

There exists a fundamental distinction between advertising and three-dimensional design, particularly product design, in its status as a semiotic object (Hartono & Sugalih, 2019). In the realm of mass communication media, advertising serves as a form of direct communication, whereas product design operates on an indirect level. Hence, communication elements, including message, constitute the fundamental components of advertising, whereas product design comprises merely one facet among several other fundamental components (function, people, production). Sign elements in the form of spoken objects; context providing significance to the object through the environment, people, or other creatures; and textual components (including writing, symbols, and images) that can reinforce the object's meaning are invariably present in advertisements.

Every brand possesses a history. They hold a value, an identity, a personality, and a character. Brands must be cognizant of marketing conditions and customer expectations if they are to endure (Aytekin, 2018). In addition, it is imperative that marketing and brand strategists engage in collaborative efforts to exercise prudence within the marketplace (Lourencão & Giraldi, 2020). "Because brands establish the market's focal point, they occupy the center of marketing activities" (Muhammed & Ijam, 2019).

This research presents an intriguing opportunity to investigate Hyundai's advertising concept, which prominently features cutting-edge advancements in the fashion and automotive sectors. Hyundai is an industry leader in the recycling of automobile waste into the fashion industry. The influence of advertising discourse on the public's perception of environmental issues has been crucial. Considerable literature exists regarding the adverse effects that green

marketing narratives have on the worldwide effort to combat modern ecological crises (Aslan, 2022).

In response to the growing environmental consciousness among customers and the imperative to mitigate the detrimental environmental effects of vehicles, including the hazardous consequences associated with used car waste, green marketing has emerged as a contemporary phenomenon and an essential practice across all sectors (Vardarlier & Esra, 2020). In addition to promoting sustainability, the transformation of automobile waste into fashion items demonstrates that waste can acquire value. The following fashion image was crafted using recycled automobile components.

This is exemplified by the Ford Motor Company's utilization of post-industrial waste and plastic bottles to create recycled fabric for its car upholstery and its partnership with Redress to encourage fashion designers to alter vehicle production materials and waste. This endeavor, which incorporated the Redress Forum: Ford Design Challenge during Hong Kong Fashion Week, yielded positive results in the form of Ford's pledge to incorporate a minimum of 25% recycled fabric into each automobile, with certain models even surpassing 100%. Furthermore, Ford's commitment to sustainability is exemplified through its partnership with Heinz in investigating the potential of tomato fiber for efficient plastics and water conservation in vehicle manufacturing. Although discussing automakers on an ecological beauty blog may seem out of the ordinary, it is essential to support brands that are striving to become more environmentally conscious. As the price of new plastic rises, innovation in sustainable fabrics is expected to continue to expand, with an increasing number of brands and manufacturers prioritizing the use of recycled materials.



Figure 1. Fashion from recycled car parts

Source: <https://brightershadeofgreen.co.uk/2015/03/12/fashion-made-from-recycled-car-parts/>

We intend to determine the significance of the objects (icons, indexes, symbols) in Hyundai Presents Re:Style 2020 through this investigation. By presenting the message of green marketing through the lens of a fashion designer, Hyundai's advertisements have an impact on the fashion industry's future development.

Environmentally conscious individuals are frequently interested in learning more about the value of products, including the origin of the materials and their environmental impact, according to research (Jain, 2019). Customers seek information regarding the environmental consequences of their purchasing decisions; in other words, they seek opportunities to consume that make them feel good or absolve them of guilt (En-I et al., 2017). Moreover, individuals desire social responsibility and environmental sustainability consciousness (Chen, 2016). The "want to be aware" phenomenon presents a favourable prospect for affluent enterprises to integrate the notion of sustainability more deeply into their brand identity and culture, thereby fostering a reciprocal endorsement with customers (He, 2020).

A city is considered developed when its economic growth rate is substantial, as evidenced by the presence of upscale transportation, skyscrapers, and shopping centers (Asmin, 2018). Both positive and negative effects are associated with the global automobile manufacturing boom (Andriyani et al., 2021). The positive effects of high automobile production rates include the creation of employment opportunities, the economic growth of a country, and the development of technologies that can be integrated with other sectors. Elevated rates of automobile production give rise to adverse consequences, including the discharge of greenhouse gases into the environment and the overconsumption of natural resources, including petroleum and metals (Vatsa et al., 2016). One aspect that warrants attention in light of the consequences of rapid automobile production is end-of-life vehicles (ELVs) (Calibremagazine.com, 2023).

As per the European Environment Agency, a vehicle has reached the end of its useful life when it is classified as waste, which means it must be disposed of compliance with the regulations of the relevant national authorities. Damaged vehicles that are no longer operational are considered ELVs. The acronym ELV refers to end-of-life vehicle, which include automobiles that have accumulated waste due to inadequate recycling or reuse practices (K. Kirwan & B.M. Wood, 2012). ELVs are regarded as recyclable waste due to the presence of hazardous materials, including plastics, metals, and other detrimental substances. Recycling occurs with the metal fraction, which comprises approximately 70% of the material by weight. The remaining ELVs, which consist primarily of plastics, upholstery foam, glass, and rubber, are referred to as "swarms" or residues from shredders and are disposed of landfills (Australian

Department of Environment and Heritage, 2002). ELVs may only be recycled by authorized personnel. ELVs are a policy that automotive manufacturers are obligated to adhere to demonstrate their accountability for manufacturing. Professional ELV recycling prevents these devices from ending up in landfills as garbage (Z. Harun et al., 2021).

Hyundai is among the organizations that have adopted recycling practices for ELVs (Hyundai.com, 2022). Hyundai's approach to ELV recycling entails the recycling of heavy components derived from used automobile waste. For the purpose of recycling unused Hyundai automobiles, Hyundai factories furnish specialized equipment (Hyundai.com, 2022). Hyundai effectively recycled 95% of used automobile waste in 2017. In order to enhance the methodical disposal of used automobile waste, Hyundai is collaborating with a London-based rewarding recycling facility. The general public may recycle their used automobiles at dealers located throughout London. In addition to community and environmental responsibility, the mission seeks to ensure stability and security for future generations (Hyundai.com, 2021). Hyundai presented the ELV strategy in its advertisement by Hyundai Presents Re:Style 2020, which was created in accordance with the company's vision and mission (Calibremagazine.com, 2023). Hyundai's recycling procedure is an additional component of the company's corporate social responsibility (CSR). CSR is an organization's obligation to society; since it is an organization itself, it is obligated to consider the repercussions of its actions on society (Andrianto & Fianto, 2020).

As the volume of automobile production increases, so does the quantity of unused car waste. ELVs and used automobile waste are expected to have a greater detrimental effect on the sustainability of human life. Automobile manufacturers are obligated to recycle their production waste, particularly unused vehicles, due to this condition (Z. Harun et al., 2021). Therefore, in order to fulfill its obligation, Hyundai recycles used automobile waste into fashion. Additionally, this endeavor aligns with the principles of green marketing. Hyundai's advertisements demonstrate its accountability. As contemporary society is also reliant on advertising, it is among the forms of promotion that the general public discusses the most. Ongoing advertising efforts by the company itself can yield advantageous outcomes as well (Andrianto, 2018).

Declare in its advertisement that reusing automotive byproducts can result in a valuable and aesthetically pleasing product (2023, Calibremagazine.com). Hyundai, an automotive corporation, aspires to meet customer demands for products and services by the year 2025 and transition into a producer of intelligent mobility solutions. Hyundai also aims to establish itself as a leader in clean and zero-emission mobility on a global scale by 2025, with the goal of

manufacturing the third largest green vehicle in the world. The advertisement's message is of a promotional nature and is derived from prevalent social norms and behaviors, such as waste recycling (Hyundai, 2020).

Hyundai has incorporated fundamental communication principles that align with the vision and objectives of its brand. The objective of these principles is to foster a collective comprehension which incorporating sustainability into both society and environment is a prudent strategy for enhancing the well-being of all individuals. We have identified three fundamental messaging pillars—clean mobility, connected mobility, and freedom in mobility—and are implementing diverse brand communication strategies to establish a smart, sustainable, and innovative brand identity.

One striking example is the Re:Style 2019 campaign, which was launched to promote the recycling movement globally through a unique collaboration between the automotive and fashion industries. With the theme “reuse, rethink, new style,” we showcased clothing made from reclaimed used leather car seats while interacting with global influences to address sustainability issues. The initiative attracted significant attention, with the event covered by major global media and receiving more than 420 million views. Additionally, it was featured on more than 140 occasions in Korean and international fashion magazines and traditional media platforms, thus strengthening Hyundai's reputation as an environmentally conscious brand committed to sustainability (Hyundai, 2020).

Green marketing is a strategy used by the marketing field to facilitate changes that are expected to satisfy organizational and individual goals in achieving the maintenance, protection, and conservation of the physical environment (En-I et al., 2017). Green marketing consists of a green product, a green price, a green promotion, and a green place (Vatsa et al., 2016). A green product is a company's effort to recycle their own products so they can be reused later (Cheng, 2015). Green price is the company's effort in setting prices by adjusting environmental factors. Green promotion is the company's effort to sharpen its credibility by optimizing marketing communication tools. Green place is the company's effort in marketing its products in a wider place in order to reach a larger target audience (Anthony Jnr et al., 2019).

Charles Sanders Peirce's semiotic theory is considered a "Grand Theory" because it has a comprehensive idea and signifiers that have structural descriptions (M. F. Harun et al., 2023). Peirce has a trichotomy concept and a triadic model consisting of the following three things: first, the representation is a form that can be accepted by a sign or a form that functions as a

sign. Second, the object is everything that relates to the sign. A person has a sign about the object referred to by the sign (Mukti et al., 2015).

Based on the explanation above, the researcher will examine the semiotic analysis of Hyundai's advertisement entitled Hyundai Presents Re:Style 2020, which is aired on YouTube and has a duration of 1 minute. Advertising includes a complex form of communication to obtain certain goals and strategies that will influence the actions, feelings, and thoughts of customers. Advertising also aims to bridge the needs of the brand (Limantara, et al.). In this advertisement, Hyundai needs a green marketing strategy.

This study examines visual signs based on green marketing concepts. This research aims to conduct a semiotic analysis of the Hyundai advertisement version of Hyundai Presents Re:Style 2020 to get the meaning of special messages that show Hyundai's responsibility for end-of-life vehicles, or ELVs. This research refers to other semiotic research, namely from Pratiwi & Irawan (2021), Humaira et al. (2022), and Vidiyawati & Wibowo (2023) about semiotic analysis, but there are no advertisements that examine the semiotic meaning of Hyundai advertisements that have the concept of recycling end-of-life vehicles, so this is a novelty in this study.

Method

To achieve this research aim, a qualitative research method with a variant of the Charles Sanders Peirce semiotic was employed as the basis of research (Hartono & Sugalih, 2019). The semiotic model used was Peirce's semiotic framework, which includes icons, indices, and symbols (Sobur, 2017). Since this method dissected the Hyundai Re:Style Presents 2020 advertisement by categorizing its contents into visually similar elements (icons), elements indicated context (indexes), and culturally or conventionally agreed signs (symbols). This categorization helped in simplifying the analysis, structuring the presentation of findings, and drawing in-depth conclusions about the messages Hyundai wanted to convey, such as their commitment to sustainability and innovation. Using Peirce's model was particularly effective in advertising research as it allows for a comprehensive examination of how different types of signs conveyed complex ideas and values, facilitating a deeper understanding of a brand's communication strategy and its resonance with audiences. This approach was purposed as methodical in deconstructing the components of advertising and essential in interpreting the

broad implications of these signs in the cultural and social context of Hyundai's marketing efforts.

The analysis of Hyundai's advertisement titled Hyundai Presents Re:Style 2020 showed a clear connection with semiotics, which is the study of signs and symbols and their interpretation. In the analysis, various signs and symbols were identified, including images of car components, names of fashion designers, fashion items, and slogans such as "Saving the planet with style." These signs and symbols communicated certain meanings and messages to the audience, which are interpreted in the analysis to imply Hyundai's efforts to address the waste of the automotive industry by utilizing it into fashion, promoting cooperation between the automotive and fashion sectors, and supporting sustainability. Using semiotic theory, the analysis explained how these signs and symbols were used to convey Hyundai's message of sustainability and innovation, demonstrating their role in advertising to effectively communicate messages, especially regarding sustainability and environmental awareness.

Content analysis was also used for an analytical method to identify messages by parsing each unit of analysis to determine the characteristics of communication content (Sugiyono, 2019). The process carried out in this research started from data collection, data analysis, and interpretation of data meaning. Data collection was conducted by observing the Hyundai advertisement version of Hyundai Re:Style Presents 2020. Objects were identified by looking for messages in the advertisement video. The data analysis stage was carried out with semiotic theory on the meaning of the Hyundai advertising video version of Hyundai Re:Style Presents 2020.

The data analysis used three stages. First was data reduction by removing unnecessary parts and organizing data. Second was data presentation. The third was conclusion drawing. In testing the validity of data, three stages were used. The first stage was the participation gap carried out by researchers by plunging into the research location with a long enough duration to the point of saturation of data collection. The second stage was the persistence of advertising observations. The third stage as the last stage was referential adequacy carried out by researchers by collecting data using media and tools such as books for taking notes and taking

pictures on a computer screen. Peirce has a trichotomy concept and a triadic model which is depicted in the following figure (Sobur, 2017):

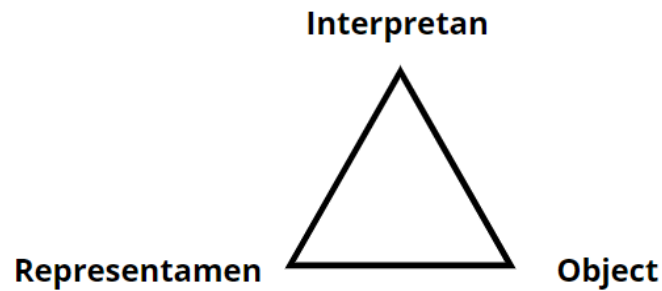


Figure 2. Peirce's Triadic Model

Source: (Vera, 2018)

Representamen is the form that can be accepted by the sign or the form that functions as a sign. Object is anything that refers to the sign. Interpretant is the sign that a person has about the object referred to by the sign. The analysis begins with the process of identifying three types of data in the advertising video to be classified into icons, indices, and symbols. After that, the meaning of these types of signs is made and associated with the theory and findings of previous research (Sobur, 2017).

In object investigations, something is seen from three trichotomous concepts as shown in the figure with the following explanation:

1. Signe (Representamen) is a form that can be physically seen by the senses and refers to one thing. Sign is divided into three namely:
 - 1.1. Qualisign is a marker that is closely related to quality.
 - 1.2. Synisign is a marker that is closely related to reality.
 - 1.3. Legisign is a marker that is closely related to the rules.
2. Object
 - 2.1. Icon is something that functions as a marker similar to the shape of the object.
 - 2.2. Index is something that functions as a marker and hints at its sign.
 - 2.3. Symbol is something that is useful as a marker by rule and commonly used by the public.
3. Interpretation
 - 3.1. Rheme or sheme is a sign that has a connection with the possibility of understanding an object for the interpreter.
 - 3.2. Dicent or dicign or pheme is a sign that shows information about the sign.
 - 3.3. Argument is a final sign that is not an object but a rule.

Result and Discussion

Semiotics is defined by Biçakçı (2018) as a generalized form of the science of signs. Semiotic theories can be applied to any field because most processes in nature and culture rely on communication, as well as on signs that serve communicative purposes (Ardhianto & Manuel Son, 2019). Semiotics is often used in advertising to signify the advertiser's message through signs and symbols (Lytvynenko et al., 2022).

Hyundai's advertisement entitled Hyundai Presents Re:Style 2020, uploaded on Hyundai Motor Group's YouTube account with a duration of 1 minute, displays the results of Hyundai's innovation with six world fashion designers, each of whom has unique characteristics for each fashion result. With a short video duration, Hyundai displays the problem of the car industry, namely the waste of unused car vehicles that becomes heavy garbage. From this problem, Hyundai highlighted the issue to be resolved. One way is to recycle it into a creative innovation by collaborating with the fashion industry to produce unique and creative fashion products. After that, the video shows footage of the designer's process for recycling used car waste into fashion. The designers also gave their views on used car waste being turned into fashion. Used car waste that becomes rubbish is supposed to be disposed of. However, the amount of unused vehicle waste also does not know where it will be disposed of. So, the innovation of recycling into fashion is a unique challenge. This recycling also results in sustainable marketing, allowing advertisements and the internet to collaborate to generate impactful sales (Diawati et al., 2023). They felt challenged because they had to think about how to recycle the hard waste, how to combine the collaboration of the automotive industry with the fashion industry to realize sustainable practices, and how to creatively produce each fashion unit.

Indexical Analysis

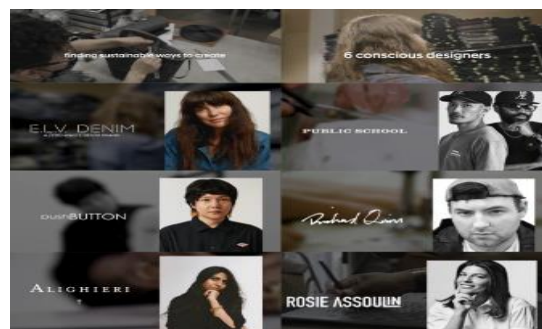


Figure 3. Video Footage Minutes 00:16 - 00:38

[Source: YouTube Hyundai Motor Group accessed on 1 March 2023]

The signs are "Finding sustainable ways to create," "6 conscious designers," "E.L.V. DENIM BRAND WITHOUT WASTE," "PUBLIC SCHOOL," "PUSHBOTTON," "Richard Quinn," "ALIGHIERI," and "ROSIE ASSOULIN." Hyundai's objects feature six fashion designers who transformed used car waste into fashion. The six fashion designers who collaborated with Hyundai produced different outfits. They range from streetwear and menswear, denim clothing, unisex streetwear, womenswear, and jewelry.

The first designers are Maxwell Osborne and Dao-Yi Chow, designers for the fashion label Public School. Both designers produce streetwear and menswear. Fashion designers are also building a B2B platform for other designers and brands by sourcing textiles with minimal environmental waste. The second designer is Anna Foster. Anna is a stylist and consultant, as well as the founder of E.L.V. Denim. She owns an E.L.V. denim store with an eco-friendly concept. In her store, she also has a concept to take unwanted jeans that are going to landfills and turn them into modern pieces. Anna Foster also ensures that each jean she produces is tailored uniquely for the wearer. By collaborating with Hyundai to make jeans, it is in line with her mission to produce jeans with the main goal of being environmentally friendly.

The third designer is Seung Gun Park, a fashion designer who owns a fashion boutique in Korea called PushButton. Seung Gun Park's fashion provides the most attractive unisex streetwear in Seoul, Korea. The fashion pieces designed blur the lines between genders with their sporty or sports silhouettes. The fourth designer is Richard Quinn, one of London's leading design talents. Richard has proud achievements in the fashion world, as his work has been worn by Beyoncé, Lady Gaga, and Amal Clooney. He also received the 2017 H&M Design Award and the 2018 Queen Elizabeth II Award. With his achievements, Richard also has a passion for reusing fabrics for the sustainability of fashion products.

The fifth designer is Rosh Mahtani, who is the founder of Aligheri, a jewelry store. Aligheri has a commitment called People and Planet. Rosh is committed to producing jewelry that is 100% recycled gold, silver, and bronze. The sixth designer is Rosie Assoulin, who is a fashion designer for her label, Rosie Assoulin. The label offers clothing for women. Rosie is also a fashion designer who is committed to reducing their carbon footprint and partnering with suppliers who promote fair labor practices.

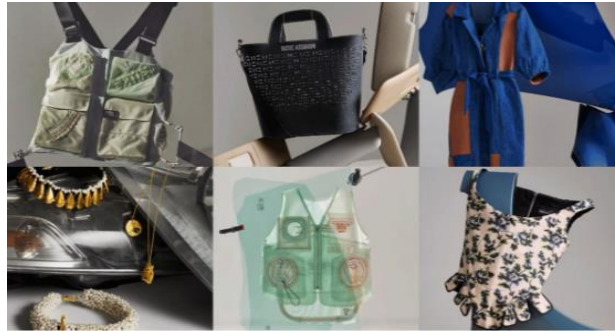


Figure 4. Video Footage Minute 00:44

[Source: YouTube Hyundai Motor Group accessed on 1 March 2023]

The signs show images of vests, bags, denim clothing, necklace jewelry, unisex streetwear, and floral corsets. The objects in the six images are the results of fashion designs from used car waste that were successfully designed by six well-known designers. The images show that the clothing is a combination of recycling used car waste with selected materials to produce high-value and marketable clothing.

The army green vest was created by fashion designer Public School. Car airbags make up the vest. Airbags are considered by the public school to have unique and interesting technical elements to be made into a vest. This functional utilitarian vest is equipped with four pockets, open application details, and seat belt straps. A black bag by designer Rosie Assoulin. The bag is made from seatbelt webbing, carpet fabric, and reused foam from discarded automotive materials.

A denim outfit by Anna Foster. The garment is made from car seat leather that must be heated using natural oils and then filtered to reduce the thickness of the leather for easy wear. In the manufacturing process, brown leather panels were applied to the denim to create 10 unique jumpsuits with balloon sleeves, then fastened with gold belts and zips. The necklace jewelry is the work of designer Rosh Mahtani. The jewelry is made from car seat belts combined with foam and her signature liquid gold, silver, bronze, and freshwater pearls.

The tosca green unisex streetwear is by Korean designer Seung Gun Park. They crafted the design from used Hyundai car airbags. In the manufacturing process, he retained the original stitching and bonding of the airbags to add detail to the pockets. In addition, he preserved the original texture of the airbag by deconstructing and reassembling it. Richard Quinn designed the floral corset. This corset's concept uses floral motifs and 18th-century hems. In the manufacturing process, he used hand-printed recycled airbag fabrics to create blue-and-white floral motifs in his signature style.

Icon Analysis

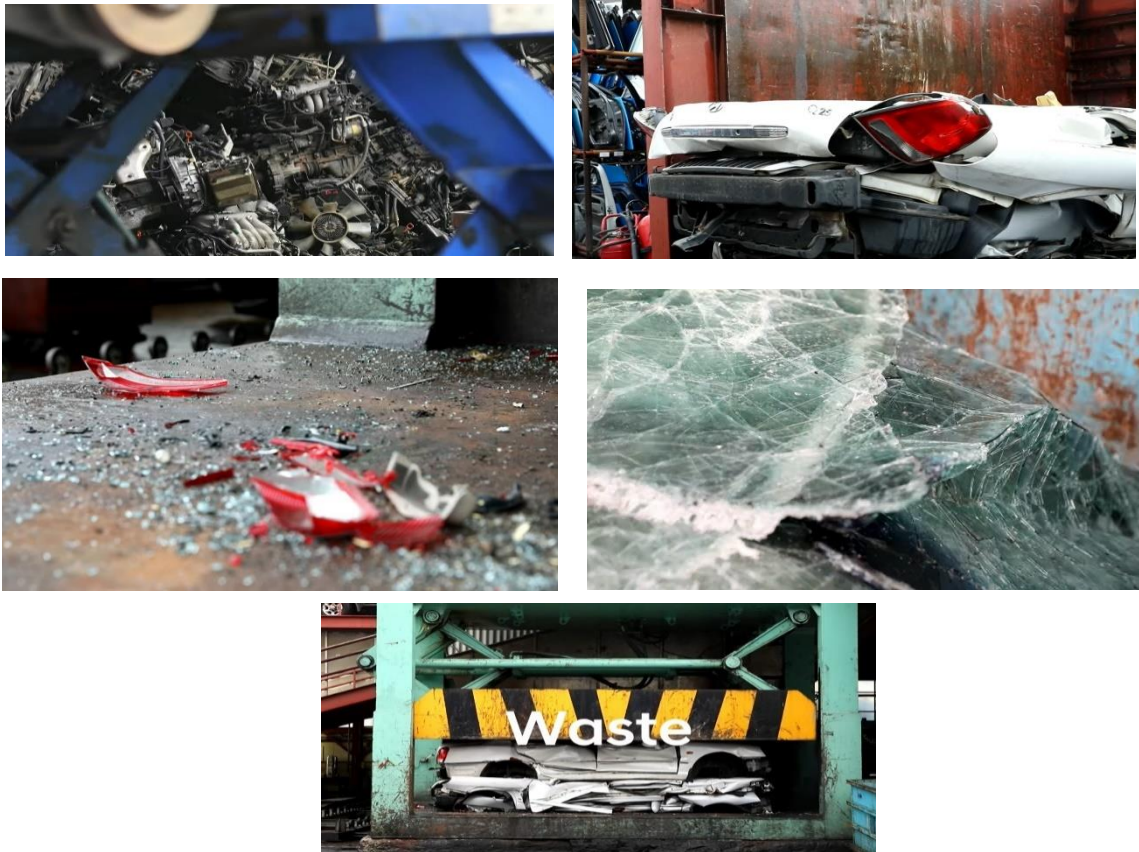


Figure 5. Video Footage Minutes 00:03 - 00:09

Unused car spare parts enter the shredding process to be recycled into fashion. The image is a snapshot of the early stages of the process of recycling car waste into fashion. Reporting from the Hyundai website (Hyunday, 2020), Hyundai sorted the used car spare parts used, namely seat belts, car glass and foam materials, airbag materials, and carpet fabrics. Re:Style 2020 originates from most materials, such as iron and nonferrous metals, that go through a recycling process. For Re:Style 2020, it goes through the process of collecting used car parts with various leftover materials. Hyundai also relied on various partners to deliver used car parts to fashion designers.

Symbol Analysis



Figure 6. Video Footage 1 Minute 00:57

[Source: YouTube Hyundai Motor Group accessed on 1 March 2023]

The sign in the advertisement says, "Available at Selfridges.com on October 13.". The object shows an online site that sells fashion made from recycled car waste. Selfridges.com is an online store from London that sells fashion designs made from used Hyundai cars. Selfridges is more than just a shop. Selfridges works with collaborators ranging from artists, designers, and innovative new brands to discover and share creative new ideas. Selfridges has also been named the best department store in the world four times. Selfridges.com also has a commitment and strategy in the form of Project Earth. This is a sustainability project that changes the way we shop and do business. This concept of sustainability can be seen in its commitment to material utilization, experimenting with new retail models, and changing mindsets.

Selfridges.com's commitment to selling its products synergizes with Hyundai's advertising concept of sustainability. The partnership with Hyundai is part of Project Earth, which helps change the way we shop by collaborating with six renowned designers. The online site is part of the green marketing strategy in the form of green place and green promotion because Hyundai markets its products in a wider place, namely an online site that can be reached by everyone. Fashion designs made from car manufacturing waste are available exclusively and limitedly at Selfridges. The price set for the fashion results is in the range of \$250 to \$1,450. This is part of the green pricing strategy, as Hyundai sets prices according to environmental factors and the manufacturing process. Proceeds were donated to the Institute of Positive Fashion, a research-based organization that aims to help fashion labels become sustainable.

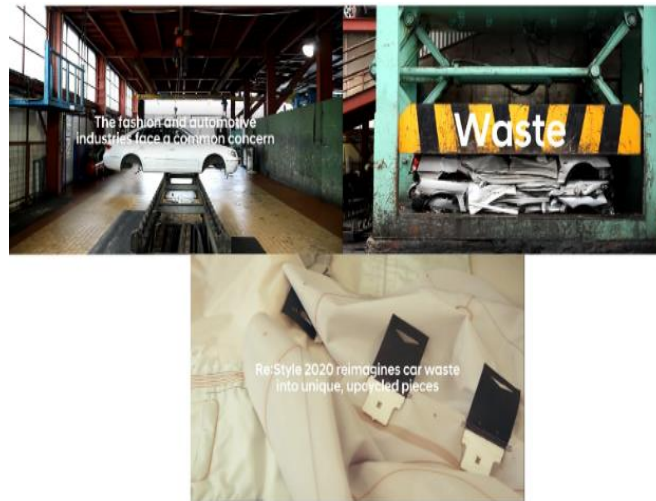


Figure 7. Video Footage Minutes 00:07 - 00:13

[Source: YouTube Hyundai Motor Group accessed on 1 March 2023]

"The fashion and automotive industries face the same problem," "Waste," and "Re:Style 2020 reimagines car waste into unique recycled works". The object at Re:Style sees that the fashion and automotive industries face the same problem in terms of waste production. The fashion and automotive industries generate waste due to their increased production. Hyundai, with its innovation, turns car waste into a unique fashion. Hyundai's collaboration as an automotive industry with the fashion industry encourages many industries to see waste as a creative opportunity to realize an environmentally friendly and economically efficient future. This recycled car waste is part of the green marketing strategy in the form of green products because Hyundai recycles products so that they can be reused.

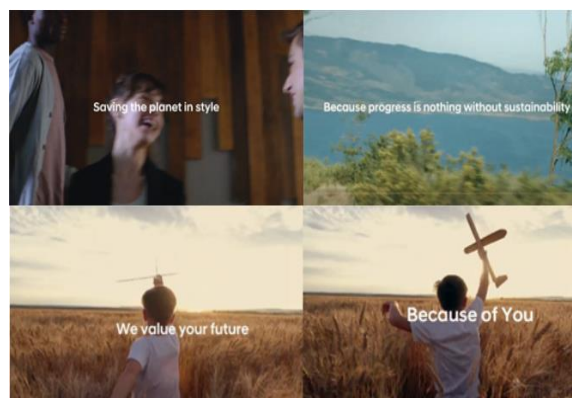


Figure 8. Video Footage Minutes 00:46 - 00:53

[Source: YouTube Hyundai Motor Group accessed on 1 March 2023]

Sign "Saving the planet in style," "Because progress is meaningless without sustainability," "We value your future," and "Because of you." Hyundai objects in the Re:Style 2020 advertisement show that they are very concerned about preserving the planet for the future sustainability of mankind. The four images above show words that are connected to each other

and become one sentence. If the words were combined, it would be the sentence "Saving the planet in style- because progress is meaningless without sustainability. We value your future- because of you". From this sentence, it can be seen that Hyundai wants to save the earth by recycling used car waste into stylish fashion. Hyundai also believes that progress means nothing if there is no element of sustainability that is continued from year to year for the future of the next generation. Therefore, Hyundai values the future as it prioritizes people.

Based on the analysis of the Hyundai advertisement entitled Hyundai Presents Re:Style 2020 uploaded on the Hyundai Motor Group YouTube account, it is concluded that Hyundai has six world fashion designers, each of whom has unique characteristics for each fashion result. Hyundai displays the problem of the car industry, namely the waste of unused car vehicles that becomes heavy garbage. Hyundai provides solutions for recycling used car waste into unique and creative fashion products. The meaning of a green product can be seen from the process of making used car waste into fashion and the results of the product. The meaning of the green price can be seen from the online site, which also shows the price. The meaning of green promotion, green price, and green place can be seen on the Selfridges.com website, which sells recycled products with product price information.

This research still has limitations in terms of the industry studied. Therefore, future research can analyze the concept of advertising sustainability from industries in other sectors that collaborate with other industries. This also aims to see how far a company's responsibility towards environmental sustainability goes. Finally, this research is expected to inspire advertising agencies to create unique and creative advertising works for their customers.

Conclusion

Based on the analysis of the Hyundai advertisement entitled Hyundai Presents Re:Style 2020 uploaded on the Hyundai Motor Group YouTube account, it is concluded that Hyundai has six world fashion designers, each of whom has unique characteristics for each fashion result. Hyundai displays the problem of the car industry, namely the waste of unused car vehicles that becomes heavy garbage. Hyundai provides solutions for recycling used car waste into unique and creative fashion products. The meaning of a green product can be seen from the process of making used car waste into fashion and the results of the product. The meaning of the green price can be seen from the online site, which also shows the price. The meaning of green promotion, green price, and green place can be seen on the Selfridges.com website, which sells recycled products with product price information.

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